# fashion calendar

XCOPY 8/5/57

8 EAST 77th STREET
NEW YORK 21, N. Y.
TRAFALGAR 9-2343

# 1957

### january

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### february

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### march

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### july

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### september

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17th YEAR · A WEEKLY PUBLICATION

RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

### january—1958

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### february—1958

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### march—1958

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# FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

| DATE | WHAT'S GOING ON | GIVEN BY | WHERE |
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## WEEK ENDING FRIDAY, AUGUST 2, 1957

### BACK-TO-SCHOOL, COLLEGE, CAREER AND FALL PREVIEWS AND OPENINGS

| | | | |
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| Friday August 2 9:30 A.M. | OHRBACH'S | Ohrbach's will preview their college and career collection to the press. By invitation. Publicity: Mark Klauser, OX. 5-4000. | 4TH FLOOR |
| Monday August 5 11:00 A.M. | ARNOLD CONSTABLE | Arnold Constable will present their college collection to the press. (Note Change of Time). By invitation. Publ: Gloria Geis, MU. 5-2300. | 3RD FLOOR |
| Monday August 5 | LORD & TAYLOR | Opening of college shop. Publicity: Gloria Carr, WI. 7-3300, Ext. 324. | 5TH FLOOR |
| Monday August 5 | BEST & CO. | Opening of college and back-to-school fashions; college advisors available for customers. Publicity: Helen Latham, PL. 9-2000. | 4TH & 7TH FLOORS |
| Tuesday August 6 10:00 A.M. | GIMBELS | Gimbels will preview their college collection to the press. By invitation only. Publicity: Margot Infantino, LO. 5-1500, Ext. 600. | 3RD FLOOR |
| Wednesday August 7 9:30 A.M. | ABRAHAM & STRAUS | A & S will preview their kindergarten through college collection to the press. By invitation. Contact: Eileen Goldberg, TR. 5-7200, Ext. 661. | 7TH FLOOR |
| Thursday August 8 9:30 A.M. | PECK & PECK | Peck & Peck will preview their Fall collection to the press. By invitation only. Publicity: Dorothy Jane Todd, OR. 3-4700. | 260 4TH AVE. (20 ST.) |
| Tuesday August 13 11:00 A.M. | RUSSEKS FIFTH AVENUE | "One For The Road"--press preview of college fashions. By invitation. Customer showing, Thurs., Aug. 15 at 2:30 P.M. Publicity: Virginia Woodruff Assoc., WI. 7-6740. | 5TH FLOOR |
| Thursday August 15 9:30 A.M. | OHRBACH'S | Press preview of Fall back-to-school fashions, including coats, suits, dresses, sportswear. By invitation. Publ: Mark Klauser, OX. 5-4000. | 4TH FLOOR |
| Thursday August 15 5:00 P.M. | STERN'S | Stern's will open the college shop, with informal modeling by college and young career girls. Publ: Barbara Lawrence, LO. 5-7690, Ext. 570. | 3RD FLOOR |
| Monday August 26 12:30 P.M. | BAMBERGER'S (NEWARK) | Press preview of Bamberger's "College Caravan". By invitation. Publicity: Dorothy Parr, MArket 4-2400, Ext. 2024. | 3RD FLOOR |

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| DATE | WHAT'S GOING ON | GIVEN BY | WHERE |
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WEEK BEGINNING MONDAY, AUGUST 5, 1957

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| Monday August 5 10:00 A.M. Coffee | PRESS PREVIEW OF TALL TEEN FASHIONS | LANE BRYANT | 465 FIFTH AVENUE 10TH FLOOR |
| | Lane Bryant will present their Fall tall teen collection, introducing "Debu-Tall". By invitation. Publicity: Paula Miller, LE. 2-0200, Ext. 340. | | |
| August 5 | ARNOID CONSTABLE'S PREVIEW OF COLLEGE FASHIONS AT 11:00 A.M. (See Page 1) | | |
| August 5 | LORD & TAYLOR OPENING OF COLLEGE SHOP. (See Page 1) | | |
| August 5 | BEST & CO. OPENING OF COLLEGE AND BACK-TO-SCHOOL FASHIONS. (See Page 1) | | |
| Beginning Monday August 5 | PREVIEW OF SPRING 1958 FABRICS | EINIGER MILLS, INC. | EMPIRE STATE BUILDING ROOM 2018 |
| | Showing of luxury woolens, worsteds, blends and specialty fiber fabrics for Resort and Spring. By invitation. Contact: Ruth Daly, OX. 5-4800. | | |
| Tuesday August 6- August 7 | SEMI-ANNUAL LEATHER SHOW | TANNERS' COUNCIL OF AMERICA, INC. | WALDORF-ASTORIA |
| | Fifty-first semi-annual showing of American leathers. Exhibit hours: August 6--9:00 A.M. to 7:00 P.M.; August 7--9:00 A.M. to 3:00 P.M. Contact: Leif C. Kronen, Tanners' Council, 411 Fifth Avenue, MU. 6-7950. | | |
| August 6 | GIMBELS PRESS PREVIEW OF COLLEGE FASHIONS AT 10:00 A.M. (See Page 1) | | |
| August 7 | ABRAHAM & STRAUS BACK-TO-SCHOOL FASHIONS AT 9:30 A.M. (See Page 1) | | |
| Wednesday August 7 2:30 P.M. | SPRING AND SUMMER SHOE STYLE CONFERENCE | NAT'L SHOE RETAILERS ASS'N (274 MADISON) | HOTEL PLAZA TERRACE ROOM |
| | Fabric, color and silhouette, including developments in the leather market and shoe design trends. Admission by ticket only. Contact: Edward J. McDonald, Exec. Vice-Pres., MU. 6-7520. | | |
| August 8 | PECK & PECK PRESS PREVIEW OF FALL FASHIONS AT 9:30 A.M. (See Page 1) | | |
| Sunday August 11- August 15 | FIFTY-SECOND JEWELERS' CONVENTION | AMER. NAT'L RETAIL JEWELERS' ASSOCIATION | WALDORF-ASTORIA |
| | More than 10 million dollars worth of jewelry, watches and silverware will be displayed. Contact: Charles M. Isaac, 551 Fifth Ave., MU. 2-2764. | | |
| Tuesday August 13 9:30 A.M. Breakfast | FABRIC PREVIEW: RESORT AND SPRING COTTONS | WAMSUTTA MILLS | 1430 BROADWAY SHOWROOM - 8TH FLOOR |
| | "American Scene"--Wamsutta's new cottons. Preview for press only, Aug. 13, breakfast at 9:30, show at 10:00. By invitation. Buying offices and retail stores, Aug. 14, breakfast at 9:30, show at 10:00. Open house for trade, Aug. 13, 14, 15, from 2:30 to 5:00, show at 3:30; also Aug. 15 breakfast, with show at 10:00. Contact: Eve Orton, OX. 5-4330, Ext. 318. | | |
| August 13 | RUSSEKS' PRESS PREVIEW OF COLLEGE FASHIONS AT 11:00 A.M. (See Page 1) | | |
| Tuesday August 13 5:00 P.M.- 7:00 P.M. | PRESS PREVIEW OF CELANESE FABRICS | MACY'S NEW YORK | 13TH FLOOR EXEC. DINING ROOM |
| | "World of Ideas"--showing of Celanese fabrics to the press. By invitation. Contact: Reni Kuhn, OX. 5-4400, Ext. 2683. | | |

| DATE | WHAT'S GOING ON | GIVEN BY | WHERE |
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| Wednesday August 14 9:30 A.M. Breakfast | INTRODUCTION OF NEW AMERICAN DESIGNER | MACY'S NEW YORK | 13TH FLOOR EXEC. DINING ROOM |
| | Dresses by a new American designer will be presented to the press. By invitation. Publicity: Barbara Moskowitz, OX. 5-4400, Ext. 2910. | | |
| Wednesday August 14 4:00 P.M. Cocktails | PRESS PREVIEW: SPRING AND SUMMER FABRICS | BERKSHIRE HATHAWAY, INC. | 1430 BROADWAY SHOWROOM - 18TH FLOOR |
| | Berkshire Hathaway will present their cotton prints and patterns for Spring and Summer 1958. By invitation. Publ: Rosemary Sheehan, MU. 5-1280. | | |
| August 15 | OHRBACH'S PREVIEW OF BACK-TO-SCHOOL FASHIONS AT 9:30 A.M. (See Page 1) | | |
| Thursday August 15; August 16 10:30 A.M. | OPENING: HOLIDAY & WINTER COLLECTION | DAVID MORRIS CO. | 525 SEVENTH AVENUE SHOWROOM - 5TH FLOOR |
| | Informal showings of cocktail and formal fashions. Continuous daily thereafter. Contact: WI. 7-0511. | | |
| August 15 | STERN'S SHOWING OF COLLEGE AND CAREER FASHIONS, 5:00-7:00 P.M. (See Pg. 1) | | |
| Saturday August 17 4:00 P.M. Cocktails | FALL FASHION SHOW AT SHAWNEE-ON-DELAWARE | DAVID CRYSTAL, INC. (498 SEVENTH AVE.) | SHAWNEE-ON-DELAWARE STROUDSBURG, PA. |
| | "Fall Fashion Festival"--at Fred Waring's Shawnee-on-the-Delaware, featuring fashions by David Crystal, Haymaker, Izod, Hayette Juniors and Lacoste. Press by invitation. Publicity: Terry Mayer at David Crystal, Inc., BR. 9-6560; or Ed Sweet at Shawnee-on-the-Delaware, Stroudsburg, Pa. | | |
| Monday August 19 3:00 P.M. Cocktails | FABRIC PREVIEW: 1958 COTTONS AND BLENDS | PACIFIC MILLS FABRICS | 1407 BROADWAY SHOWROOM - 9TH FLOOR |
| | Preview for press only of new Resort and Spring cottons and blends. By invitation. Buyers and retail store executives, Aug. 20, 9:30-12:00 Noon. Open house for trade, Aug. 20-23. Contact: Liz Daly, BR. 9-3366, Ext. 407. | | |
| Tuesday August 20 9:15 A.M. Breakfast | OPENING OF GIFT SHOP AND AT HOME SHOP | GUNTHER JAECKEL | 10 EAST 57TH STREET STREET FLOOR |
| | Gunther Jaeckel will preview the opening of their new shop to the press, featuring at home fashions; also opening of new gift shop. By invitation. Contact: Mrs. Pleasants Pennington, PL. 5-7000. | | |
| Tuesday August 20 9:30 A.M. Breakfast | PREVIEW OF HOLIDAY MILLINERY COLLECTION | CHANDA, INC. (6 WEST 57TH ST.) | HOTEL PLAZA WHITE & GOLD SUITE |
| | Chanda will present a preview of his Holiday millinery to press and buyers. By invitation. Publicity: Phyllis Youngheart, 400 E. 58 St., PL. 1-0752. | | |
| Tuesday August 20 10:30 A.M. Breakfast | PRESS PREVIEW OF FALL ACCESSORIES | GIMBELS | 3RD FLOOR BRIDAL SALON |
| | Gimbels will preview their collection of Fall accessories. By invitation. Publicity: Margot Infantino, LO. 5-1500, Ext. 600. | | |
| Wednesday August 21 10:00 A.M. Coffee | PRESS PREVIEW OF CHUBBY FASHIONS | LANE BRYANT | 465 FIFTH AVENUE 10TH FLOOR |
| | Lane Bryant will present their Fall chubby fashions for girls, sub-teens and teens. By invitation. Publicity: Paula Miller, LE. 2-0200, Ext. 340. | | |

| DATE | WHAT'S GOING ON | GIVEN BY | WHERE |
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| Wednesday August 21 12:00 Noon Luncheon | SPECIAL REPORT ON EUROPEAN COLLECTIONS | N.Y. FASHION DESIGNERS, INC. (1457 BROADWAY) | SHERATON ASTOR HOTEL CORAL ROOM |
| | Report on European collections by Betsy Talbot Blackwell, editor-in-chief, "Mademoiselle", at a luncheon. Price $6.00. Contact: WI. 7-0324. | | |
| Wednesday August 21 3:30 P.M.-6:30 P.M. | PRESS PREVIEW OF KNITWEAR FASHIONS | TALBOTT KNITTING MILLS (1407 BROADWAY) | HOTEL PIERRE BALLROOM |
| | Talbott Knitting Mills will present their Holiday and Resort collection to the press. By invitation. Publicity: Mello Meldram, BR. 9-5265. | | |
| Thursday August 22 10:00 A.M. | PRESS PREVIEW OF FALL FOOTWEAR | COWARD SHOE, INC. | 350 FIFTH AVENUE ROOM 218 |
| | By invitation. Publicity: Paula Miller, LE. 2-0200. | | |
| August 26 | BAMBERGER'S PRESS PREVIEW OF COLLEGE FASHIONS AT 12:30 P.M. (See Pg.1). | | |
| Tuesday August 27 10:30 A.M. Breakfast | FALL MILLINERY PREVIEW FOR PRESS | GIMBELS | 4TH FLOOR MILLINERY SALON |
| | Gimbels will preview their Fall millinery to the press. By invitation. Publicity: Margot Infantino, LO. 5-1500, Ext. 600. | | |
| Thursday August 29 9:30 A.M. Breakfast | PRESS PREVIEW OF IMPORT FASHIONS | MACY'S | 13TH FLOOR EXEC. DINING ROOM |
| | Macy's will preview their import collection to the press. By invitation. Publicity: Barbara Moskowitz, OX. 5-4400, Ext. 2910. | | |
| Tuesday Sept. 3 11:30 A.M. | PRESS PREVIEW OF CUSTOM-ORDER FASHIONS | BERGDORF GOODMAN | 2ND FLOOR |
| | Bergdorf Goodman will preview their custom-order collection to the press. By invitation. Publicity: Florence Neff, PL. 3-7300. | | |
| Wednesday Sept. 4 9:00 A.M. Coffee | PRESS PREVIEW: NEW SHOE COLLECTION | SAKS 34TH STREET | 3RD FLOOR SHOE SALON |
| | "Vive Promette"--introduction of new shoe collection. By invitation. Contact: Eleanor Friedman, LA. 4-7000. | | |
| Wednesday Sept. 4 11:30 A.M. | PRESS PREVIEW OF SOPHIE ORIGINALS | SAKS FIFTH AVENUE | 611 FIFTH AVENUE SALON |
| | Saks Fifth Avenue will show their custom-order collection designed by Sophie. By invitation. Publ.: Grace de Mun, PL. 3-4000, Ext. 7064. | | |
| Thursday Sept. 5 9:30 A.M. Breakfast | PRESS PREVIEW OF FALL COLLECTION | PECK & PECK | 260 FOURTH AVENUE EXEC. OFFICES - 6TH FL. |
| | Peck & Peck will preview their fine Fall fashions to the press. By invitation. Publicity: Dorothy Jane Todd, OR. 3-4700. | | |
| Thursday Sept. 5 9:30 A.M. Breakfast | PRESS PREVIEW OF SWIMWEAR | JOHN WEITZ FOR ELON OF CALIFORNIA | 1407 CLUB 1407 BROADWAY |
| | "The Chameleon"--a new kind of swimwear by John Weitz will be presented to the press. By invitation only. Contact: Minna Greenberg, LO. 3-4920. | | |
| Thursday Sept. 5 3:00 P.M. | PRESS PREVIEW OF CUSTOM-ORDER COLLECTION | HATTIE CARNEGIE | 42 EAST 49TH STREET SALON |
| | Hattie Carnegie will preview custom-order fashions to the press. By invitation. Publicity: Ruth Smith, PL. 5-2600. | | |

| DATE | WHAT'S GOING ON | GIVEN BY | WHERE |
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| Saturday Sept. 7 12:30 P.M. | PREVIEW OF SUB-TEEN FASHIONS FOR FALL<br>Showing of Bamberger's fashions for sub-teens. By invitation. Publicity: Dorothy Parr, MArket 4-2400. | BAMBERGER'S (NEWARK, N.J.) | 4TH FLOOR CHARM COURT |
| Monday Sept. 9 11:00 A.M. | PRESS PREVIEW OF BENDEL ORIGINALS<br>Preview for the press of Bendel originals. By invitation. Publicity: Winifred Galbraith, CI. 7-1100. | HENRI BENDEL | 10 WEST 57TH STREET |
| Sept. 9- Sept. 12 | FASHION ACCESSORIES & BOUTIQUE SHOW AT N.Y. TRADE BLDG., 500 EIGHTH AVE.<br>Contact: Arthur Tarshis Assoc., 12 W. 72nd St., TR. 3-7128. | | |
| Tuesday Sept. 10 9:30 A.M. Breakfast | PRESS PREVIEW: FALL AND HOLIDAY SHOES<br>Gimbels will preview their Fall and Holiday shoe collection. By invitation. Publicity: Margot Infantino, LO. 5-1500, Ext. 600. | GIMBELS | 4TH FLOOR SHOE SALON |
| Tuesday Sept. 10 11:30 A.M. | PRESS PREVIEW OF IMPORT COLLECTION<br>Preview for the press of Bergdorf Goodman's import collection. By invitation only. Publicity: Florence Neff, PL. 3-7300. | BERGDORF GOODMAN | 2ND FLOOR |
| Wednesday Sept. 11 3:00 P.M. Champagne | PREVIEW OF FALL AND WINTER COLLECTION<br>Eleanora Garnett will present her Fall and Winter custom collection to customers and press. By invitation. Publicity: Elizabeth Maher Assoc., 424 Madison Ave., EL. 5-4248. | ELEANORA GARNETT | 47 EAST 51ST STREET SALON |
| Thursday Sept. 12 12:30 P.M. Luncheon | TATIANA OF SAKS CUSTOM MILLINERY<br>Press showing of Fall custom-made millinery designed by Tatiana du Plessix. By invitation. Publicity: Grace de Mun, PL. 3-4000, Ext. 7064. | SAKS FIFTH AVENUE | ST. REGIS HOTEL PRIVATE SUITE-2ND FL. |
| Thursday Sept. 12 3:00 P.M. | PRESS PREVIEW OF IMPORT COLLECTION<br>Preview of Hattie Carnegie's import collection to the press. By invitation. Publicity: Ruth Smith, PL. 5-2600. | HATTIE CARNEGIE | 42 EAST 49TH STREET SALON |
| Thursday Sept. 12- Sept. 22 | EIGHTH ANNUAL HOME FURNISHINGS SHOW<br>Publ.: Nan Morrison, Harold J. Siesel Co., 216 E. 49th St., PL. 9-6440. | NATIONAL HOME FURNISHINGS SHOW | N.Y. COLISEUM COLUMBUS CIRCLE |
| Saturday Sept. 14 12:30 P.M. | "YOUNG JUNIOR" FASHIONS FOR FALL<br>Showing of "Young Junior" Fall fashions. By invitation. Publicity: Dorothy Parr, MArket 4-2400. | BAMBERGER'S (NEWARK, N.J.) | 2ND FLOOR |
| Sept. 16- Sept. 22 | NATIONAL SWEATER WEEK.<br>Contact: National Outerwear Foundation, 386 Fourth Ave., MU. 3-7520. | | |
| Tuesday Sept. 17 11:30 A.M. | PRESS PREVIEW OF FALL READY-TO-WEAR<br>Bergdorf Goodman will preview their Fall ready-to-wear originals. By invitation. Publicity: Florence Neff, PL. 3-7300. | BERGDORF GOODMAN | 4TH FLOOR |

| DATE | WHAT'S GOING ON | GIVEN BY | WHERE |
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| Tuesday Sept. 17 12:30 P.M. Luncheon | SHOWING OF FALL FASHIONS AT LUNCHEON | HATTIE CARNEGIE | WALDORF-ASTORIA EMPIRE ROOM |
| | Presentation of Fall Hattie Carnegie Originals during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Carnegie Contact: Ruth Smith, PL. 5-2600; Waldorf: James Lawler, EL.5-3000. | | |
| Tuesday Sept. 17 3:00 P.M. | PRESS PREVIEW OF CUSTOM COLLECTION | ELIZABETH ARDEN | 691 FIFTH AVENUE SALON |
| | Elizabeth Arden will invite the press to preview her collection, designed by Count Sarmi. By invitation. Publicity: Alan McGeehan at Rasponi Associates, Inc., TE. 8-8171. | | |
| Wednesday Sept. 18 10:00 A.M. Coffee | PRESS PREVIEW OF FALL FASHIONS | GUNTHER JAECKEL | 10 EAST 57TH STREET 3RD FLOOR |
| | "Your Fashion Horoscope"--highlights from a collection by exclusive designers. Customer showings, Sept. 18 and 19 at 2:45 P.M. By invitation. Contact: Mrs. Pleasants Pennington, PL. 5-7000. | | |
| Wednesday Sept. 18 3:00 P.M. | PRESS PREVIEW OF CUSTOM-ORDER FASHIONS | OLDRIC ROYCE | 16 EAST 52ND STREET SALON |
| | Oldric Royce will preview his Fall custom-order collection. By invitation only. Publicity: Nona James, MU. 5-4834. | | |
| Thursday Sept. 19 12:00 Noon Luncheon | HOME FASHIONS LUNCHEON MEETING | NAT'L HOME FASHIONS LEAGUE (767 LEX. AVE.) | HOTEL ROOSEVELT BALLROOM |
| | "Innocents Abroad"--America's Influence On Europe". Demonstration and commentary by Mary Hamman, "Life"; and Betty Pepis, Roy Bernard Assoc. Price: $6.50; members; $7.50, guests. Contact: Josephine Brush, TE. 8-5133. | | |
| Thursday Sept. 19 4:00 P.M.- 6:00 P.M. | PREVIEW OF SWIMSUIT COLLECTION | KAYSER-CATALINA, INC. (425 FIFTH AVENUE) | HOTEL PLAZA TERRACE ROOM |
| | Preview of 1958 Cruise and Summer swimsuits and playclothes. By invitation. Publicity: Kay Wilson, MU. 3-7020. | | |
| Friday Sept. 20 9:00 A.M.& 12:00 Noon | IMPORT FASHIONS AT TWO SHOWINGS | THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA) | WALDORF-ASTORIA GRAND BALLROOM |
| | Co-Chairmen: Margaret deMille and Bettina Ballard. (Prices and more details later.) Contact: The Fashion Group, CI. 7-3940. | | |
| Monday Sept. 23 3:30 P.M. Cocktails | PREVIEW: CRUISE AND SUMMER SWIMSUITS | ROXANNE SWIM SUIT CO. (1407 BROADWAY) | SAVOY PLAZA HOTEL SAVOY ROOM |
| | Roxanne will present a preview of their 1958 swimsuit collection. Showing at 4:00 P.M. By invitation. Contact: Marion Cherry, at Diamond-Barnett, 6 East 45th St., MU. 2-7025. | | |
| Tuesday Sept. 24; Sept. 25 9:00 A.M. Breakfast | PRESS PREVIEW OF NEW PRINT FABRICS | FULLER FABRICS | STEVENS BUILDING 1460 B'WAY - 2ND FL. |
| | Fuller Fabrics will present a press preview of Boussac prints on American cottons: Tues., Sept. 24 to fashion press; Wed., Sept. 25, resident buyers. By invitation. Contact: Marcelle Feybusch, OX. 5-1700. | | |
| Tuesday Sept. 24 11:00 A.M. | PRESS PREVIEW OF CUSTOM-ORDER FASHIONS | MAINBOCHER | 6 EAST 57TH STREET SALON |
| | Mainbocher will present their custom-order collection to the press. By invitation. Publicity: Eleanor Lambert, MU. 8-2130. | | |

| DATE | WHAT'S GOING ON | GIVEN BY | WHERE |
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| Sept. 26 | ROSH HASHONAH -- First Day of Jewish New Year -- (Thursday). | | |
| Friday Sept. 27 11:30 A.M. | PRESS PREVIEW: FALL AND WINTER FURS<br>Bergdorf Goodman will preview their Fall and Winter furs to the press. By invitation. Publicity: Florence Neff, PL. 3-7300. | BERGDORF GOODMAN | 2ND FLOOR |

RESORT-SPRING COLLECTIONS BY THE CREATORS OF AMERICAN FASHIONS, INC.

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| Beginning Monday Sept. 30 | DAVIDOW. . . . . | 550 Seventh Avenue. . . . . | PE. 6-6909 |
| | DAVID M. GOODSTEIN, INC. . | 498 Seventh Avenue. . . . . | LA. 4-2577 |
| | KANE-WEILL. . . . . | 498 Seventh Avenue. . . . . | LO. 5-3041 |
| | ZOLTAN ROSENBERG CO. . . | 550 Seventh Avenue. . . . . | LA. 4-6691 |
| | SPORT-CRAFT, INC. . . . | 550 Seventh Avenue. . . . . | LA. 4-9724 |

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| Thursday Oct. 3 9:00 A.M. Breakfast | PREVIEW: 1958 COLE & DIOR SWIM FASHIONS<br>Preview of Cole's 1958 collection of misses and junior beachwear; also the swimsuit collection designed by Christian Dior exclusively for Cole. Showing at 9:30 A.M. By invitation. N.Y. Contact: 1407 B'way, Room 2703, BR. 9-2886. Contact: Anne Cole, 2615 Fruitland, Los Angeles. | COLE OF CALIFORNIA (2615 FRUITLAND, L.A.) | HOTEL PLAZA BALLROOM |
| Thursday Oct. 3 12:00 Noon | FABRICS DIVISION LUNCHEON MEETING<br>Co-chairmen: Frances Clarke and Ann Boucher. Contact: CI. 7-3940. | THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA) | SHERATON-ASTOR HOTEL BALLROOM |

SPRING AND RESORT OPENINGS: MEMBERS OF FASHION ORIGINATORS' GUILD OF AMERICA (FOGA)
(Earliest opening date ever for the FOGA Spring collections)

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| Beginning Monday Oct. 7 | LARRY ALDRICH CO., INC. . | .530 7th Ave. (12 Fl.). . . . | CH. 4-1872 |
| | BEN BARRACK, INC. . . . | .498 7th Ave. ( 7 Fl.). . . . | LO. 4-3923 |
| | HARVEY BERIN, LTD. . . . | .530 7th Ave. ( 7 Fl.). . . . | PE. 6-0206 |
| | BRANELL. . . . . | .530 7th Ave. (27 Fl.). . . . | PE. 6-6983 |
| | WILLIAM FOX, INC. . . . | .530 7th Ave. (21 Fl.). . . . | OX. 5-4070 |
| | ED GERRICK, INC. . . . | .550 7th Ave. ( 7 Fl.). . . . | LO. 4-1820 |
| | A. GOODMAN & CO., INC. . | .530 7th Ave. (12 Fl.). . . . | WI. 7-4077 |
| | GRABOIS. . . . . | .498 7th Ave. ( 5 Fl.). . . . | CH. 4-2767 |
| | GROBE ORIGINALS, INC. . . | .498 7th Ave. (16 Fl.). . . . | BR. 9-8394 |
| | HARMAY . . . . . | .498 7th Ave. (22 Fl.). . . . | PE. 6-5547 |
| | JACK HORWITZ ASSOCIATES . | .498 7th Ave. ( 9 Fl.). . . . | LO. 4-1860 |
| | JOBERE, INC. . . . . | .530 7th Ave. (20 Fl.). . . . | PE. 6-1938 |
| | JUNIOR SOPHISTICATES CO. . | .498 7th Ave. ( 4 Fl.). . . . | LO. 4-0462 |
| | NAT KAPLAN, INC. . . . | .498 7th Ave. (21 Fl.). . . . | LO. 5-4115 |
| | DAVID LEVINE CO. . . . | .530 7th Ave. (21 Fl.). . . . | LA. 4-0237 |
| | ROSALIE MACRINI. . . . | .550 7th Ave. (11 Fl.). . . . | CH. 4-2655 |
| | PAUL PARNES CORP. . . . | .498 7th Ave. (10 Fl.). . . . | CH. 4-4600 |
| | REICH-GOLDFARB CO., INC. . | .498 7th Ave. ( 7 Fl.). . . . | WI. 7-5374 |
| | BEN REIG, INC. . . . . | .498 7th Ave. (23 Fl.). . . . | CH 4-1542 |
| | RUDOLF GOWNS . . . . . | .530 7th Ave. (12 Fl.). . . . | WI. 7-6865 |
| | MARTIN SIMON, INC. . . . | .498 7th Ave. ( 7 Fl.). . . . | LA. 4-2877 |
| | HERBERT SONDHEIM, INC. . | .530 7th Ave. (20 Fl.). . . . | LA. 4-7540 |
| | SUZANNE-AUGUSTINE, INC. . | .1 W. 47 St. ( 7 Fl.). . . . | PL. 7-3465 |
| | HANNAH TROY, INC. . . . | .530 7th Ave. ( 2 Fl.). . . . | LO. 3-0988 |
| | SAMUEL WINSTON, INC. . . | .530 7th Ave. (11 Fl.). . . . | CH. 4-2617 |

Contact: Leonard Gendler, 1440 Broadway, CH. 4-6945.

## MOVIES...MUSIC...THEATRE...BALLET

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| Wednesday August 7 | OPENING: "MUCH ADO ABOUT NOTHING" STRATFORD THEATRE, STRATFORD, CONN. The third production of The American Shakespeare Festival at Stratford, starring Katherine Hepburn and Alfred Drake. Directed by John Houseman and Jack Landau. (Note Change of Date.) Performances will continue through Sept. 8, along with "Othello" and "The Merchant of Venice". Publicity: Don Glenn, WA. 5-1378. |
| Tuesday August 13 | PREMIERE: "MAN OF A THOUSAND FACES" (Movie) PALACE THEATRE, BWAY & 47TH ST. Universal-International production starring James Cagney as Lon Chaney, Dorothy Malone and Jane Greer. Producer: Robert Arthur. Director: Joseph Pevney. Publicity: Hilda Brennon, PL. 9-8000. |
| Sunday Sept. 8- Sept. 15 | FIRST WEEK: ROYAL BALLET MET. OPERA HOUSE, BROADWAY & 39TH STREET Sun., Sept. 8 and Tues., Sept. 10: "Sleeping Beauty". Wed., Sept. 11 and Thurs., Sept. 12: "Les Patineurs", "Petrouchka" (New Production). Fri., Sept. 13 and Sat., Sept. 14: "Sylvia". Sun., Sept. 15: "Sleeping Beauty". Publicity: Martin Feinstein, PL. 9-6000. |
| Thursday Sept. 26 | OPENING: "THE EGGHEAD" THEATRE TO BE ANNOUNCED Mollie Kazan comedy starring Karl Malden and Phyllis Love. Presented by Hope Abelson. Director: Hume Cronyn. Publ.: Harvey Sabinson, CI. 6-0856. |
| Week Of Sept. 30 | OPENING: "MISS LONELYHEARTS" MUSIC BOX THEATRE, 239 W. 45TH STREET Lester Osterman, Jr. and Alfred Glancy, in association with Diana Green, will present Howard Teichman's play, adapted from the novel by Nathaniel West. Starring Pat O'Brien and Fritz Weaver. Director: Alan Schneider. Sets: Jo Mielziner. Publicity: William Fields, PL. 7-6846. |
| Tuesday Oct. 1 | OPENING: "COMPULSION" BELASCO THEATRE, 111 WEST 44TH STREET Michael Myerberg will present the dramatization of Meyer Levin's novel based on the famous Leopold-Loeb trial. Publ.: Bill Doll, WI. 7-2386. |
| Week Of Oct. 1 | OPENING: "FOUR WINDS" THEATRE TO BE ANNOUNCED Ann Todd and Robert Hardy will star in the Thomas W. Phipps melodrama, about a famous American heiress. Presented by Kenneth Wagg and Worthington Miner. Director: Guthrie McClintic. Publ.: Richard Maney, CI. 7-4646. |
| Thursday Oct. 3 | OPENING: " A SEA SHELL" THEATRE TO BE ANNOUNCED Shirley Ayers, in association with Max Meth, will present the Jess Craig drama. Publicity: Dorothy Ross, PL. 7-0640. |
| Wednesday Oct. 16 | OPENING: "NATURE'S WAY" CORONET THEATRE, 230 W. 49TH STREET Alfred de Liagre will present Herman Wouk's new play, with Orson Bean and Audrey Christie. Director: Basil Langton. Sets and Costumes: Donald Oenslager. Publicity: Ben Washer, PL. 9-5484. |
| Thursday Oct. 17 | OPENING: "COPPER AND BRASS" MARTIN BECK THEATRE, 302 W. 45TH ST. Austin-Noyes will present a musical starring Nancy Walker, Norma Douglas and the team of Tina and Coco in dance roles. Music: David Baker. Director: Marc Daniels. Publicity: Barry Hyams, CO. 5-4784. |
| Thursday Oct. 31 | OPENING: "RUMPLE" THEATRE TO BE ANNOUNCED Paula Stone and Michael Sloane will present a musical starring Eddie Foy, Jr. and Gretchen Wyler. Music: Jeff Schweikert. Lyrics: Frank Readon. Book: Irving W. Phillips. Dir.: Jack Donahue. Publ.: Bill Doll, WI. 7-2386. |